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Subject: SSC (Safety Recall) 70F & 7LB - Toyota Camry and Lexus ES 350 All Weather Floor Mat for 2007 and early 2008 model year vehicles.

Toyota and Lexus will initiate a Safety Recall (Special Service Campaign) on certain optional Toyota Camry and Lexus ES 350 All Weather Floor Mats (floor mats constructed from heavy duty rubber) for 2007 and early 2008 model year vehicles.

#### Background/Condition

On September 26, 2007, Toyota and Lexus filed a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) regarding the optional Toyota Camry and Lexus ES 350 All Weather Floor Mat specifically engineered and manufactured for 2007 and early 2008 model year vehicles.

ONLY Toyota Camry and Lexus ES 350 All Weather Floor Mats developed by Toyota Motor Sales Corporate Accessory Development are affected by this Safety Recall.

In recent months, Toyota and Lexus have received reports regarding the Toyota Camry and Lexus ES 350 All Weather Floor Mat accessory slipping forward and interfering with the movement of the accelerator pedal. Toyota and Lexus have investigated these reports and determined that if the optional Toyota Camry and Lexus ES 350 All Weather Floor Mat (either by itself or if it is placed on top of an existing carpeted floor mat) is not secured by the retaining hooks (clips) and the mat moves forward, it may interfere with the accelerator pedal returning to the idle position. If the mat is properly secured, it will not interfere with the accelerator pedal.

There are approximately 24,500 Toyota Camry and 30,500 Lexus ES 350 vehicles equipped with the All Weather Floor Mats designed for 2007 and early 2008 model year vehicles.

In early October, 2007, Toyota will notify owners of the involved vehicles with a preliminary Safety Recall notification, advising customers of when a replacement mat will be available and steps they can take until that time. Toyota is currently developing a design modification to the driver's seating position Toyota Camry and Lexus ES 350 All Weather Floor Mat. Once the replacement mat is available, a second notification informing Region/Area/PD associates, Dealerships and vehicle owners will be conducted. We anticipate the second notice to be mailed in mid-to-late November, 2007.

To assure that over-the-counter accessory sales customers are also notified, approximately 706,500 Toyota Camry and 133,000 Lexus ES 350 vehicle owners will be sent notifications. However, only the 24,500 Toyota Camry and 30,500 Lexus ES 350 vehicles equipped with the All Weather Floor Mat accessory are affected by this campaign.

Please note that this is a Safety Recall.

For additional information please reference the following documents.

Toyota 70F Documents:

Lexus 7LB Documents:

#### Media Announcement

Corporate Communications is planning to inform select media of this issue on the morning of September 26th.

#### NOTE:

Not all markets are affected by this issue. This information is being sent to you to inform you of this activity.